

Message Text

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PAGE 01 ROME 00888 201141Z

ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 PA-02 PRS-01 USIA-15 /038 W

-----201658Z 113147 /43

R 201100Z JAN 77

FM AMEMBASSY ROME

TO SECSTATE WASHDC 2256

INFO AMCONSUL FLORENCE

AMCONSUL GENOA

AMCONSUL MILAN

AMCONSUL NAPLES

AMCONSUL PALERMO

AMCONSUL TURIN

UNCLAS ROME 0888

E.O. 11652: N/A

TAGS: BEXP, IT

SUBJ: WCAG EVALUATION OF FY-1976 CCP FOR ITALY

REF : STATE 309465

1. EMBASSY APPRECIATES COMMENDATION FOR EVALUATION OF
FY-76 CCP.

2. REF PARA 2 A REFTTEL, CAMPAIGN ON TRAVEL TO US, FY 77 CCP
ALREADY PROVIDES FOR DROPPING CAMPAIGN NO. 8, USTS-TYPE TRAVEL
PROMOTION UNDER AUSPICES OF VISIT-USA COMMITTEE DURING FINAL
QUARTER FY 77 DUE TO DECISION ABOLISH COMMERCIAL
ATTACHE POSITION ROME IN JULY 1977. IN ORDER TO APPLY
DIMINISHED RESOURCES ON MORE SHARPLY FOCUSED ACTIVITY,
EMBASSY PLANS TO SWITCH EMPHASIS AND CONCENTRATE ON FOREIGN
BUYER PROGRAM LAST TWO QUARTERS 76-77, WITH DINISHED TREATMENT
OF GENERAL TOURIST PROMOTION. THIS WOULD LEAD INTO FULL CAMPAIGN
FOREIGN BUYERS PROGRAM;SIT-USA IN 78 CCP, ESPECIALLY SINCE NUMBER
OF LEADING FAIRS IN USA WHICH INTEREST ITALIAN BUYERS FALL OUTSIDE
PRODUCT AREAS SINGLED OUT FOR CAMPAIGNS IN FY-78.

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3. REF.PARA 2 B, EMBASSY BELIEVES ACTIVITY ON US COMPANY
PROBLEMS IS ADEQUATELY COVERED BY NON-CAMPAIGN INITIATIVE NO.

4. ALSO, RESOURCES ALLOCATED TO NON-CAMPAIGN INITIATIVE NO. 2
(MAJOR PROJECTS/PRODUCTS), IS BEING DEVOTED AS NEEDED TO
JOINT-VENTURE PROJECTS IN MIDDLE EAST.VOLPE

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 20-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977ROME00888
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
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Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770021-1069
Format: TEL
From: ROME
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770132/aaaabchb.tel
Line Count: 61
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
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SAS ID: 3547049
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Status: NATIVE
Subject: WCAG EVALUATION OF FY-1976 CCP FOR ITALY
TAGS: BEXP, IT
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